



CARIBBEAN TIMES NEWS

PRINT + DIGITAL + BROADCAST
GENERAL MEDIA KIT

www.CaribbeanTimesNYC.com



WHO WE ARE

→ **Caribbean Times News** is a proud member of the New York Press Association and a family-owned business serving the news and information needs of the Caribbean-American community in Brooklyn, Queens, Manhattan and the Bronx.

→ Drawing on the unique experience and dynamism of the over one million Caribbean-American community in New York City, the publication's stated value position is to promote, highlight, and showcase the incredible versatility, talents and entrepreneurial vitality of this progressive community.

→ CARIBBEAN TIMES NEWS's stated position is to educate, inform and entertain this sophisticated and diverse community. The publication strives to be the **AUTHENTIC AND GENUINE VOICE** of the Caribbean Diaspora in New York. While recognizing that there are both positive and negative issues and occurrences in such a large community, the publication nonetheless places great emphasis and focuses on the positive aspects that define this community and its people.

→ CARIBBEAN TIMES NEWS is committed to the highest standards of journalism and truth in reporting. The publication is also a conduit for businesses and organizations to reach this community with information, promotions, and other pertinent business-related matters.





PRINT ADVERTISEMENT

- Reaching more than 60,000 readers Bi-weekly.
- Caribbean Times publication is distributed every other Thursday in all the high traffic areas of the Caribbean neighborhoods throughout Brooklyn and Queens.

BROOKLYN AREAS OF CIRCULATIONS

**11201, 11205, 11206, 11217, 11238,
11216, 11213, 11233, 11221, 11207,
11218, 11226, 11203, 11210, 11234,
11229, 11236, 11233, 11212, 11225**

BRONX AREAS OF CIRCULATIONS

**10451, 10452, 10453, 10454, 10455,
10456, 10457, 10458, 10460, 10461,
10462, 10463, 10466, 10467, 10468,
10469, 10470, 10472, 10473, 10475,
10550, 10552, 10553, 10704
BayChester, Co-op City, Morris Park,
Parkchester, Tremont, Soundview, Mt
Vernon, Mott Haven, Fleetwood,
Pelham Manor, Eastchester,
Kingsbridge, Norwood, Wakefield**

MANHATTAN AREAS OF CIRCULATIONS

**10025, 10026, 10027, 10029,
10030, 10031, 10032, 10035,
10037, 10039, Harlem, East
Harlem, Morningside Heights,
Inwood**

QUEENS AREAS OF CIRCULATIONS

**11411, 11412, 11413, 11415,
11417, 11418, 11419, 11420,
11422, 11423, 11427, 11428,
11429, 11432, 11433, 11434,
11435, 11436 Jamaica,
Hollis St Albans, Rochdale,
Laurelton, Springfield Gardens,
Rosedale, Cambria Heights,
Queens Village, Richmond Hill**

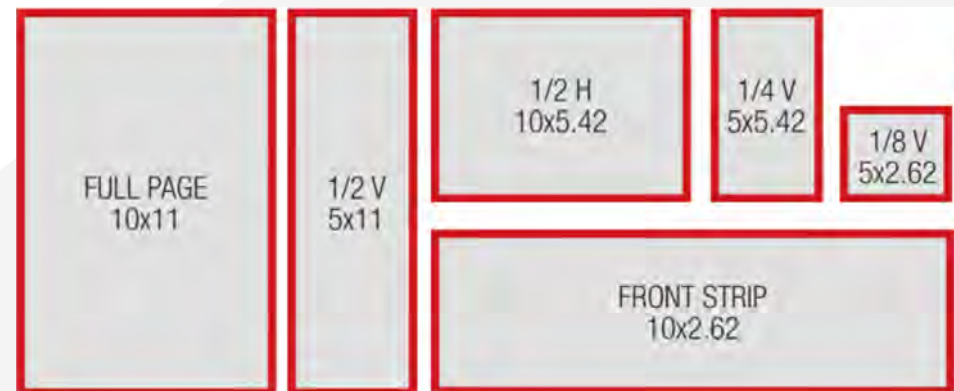
PRINT ADVERTISING RATE CARD



Reaching more than 60,000 readers Bi-weekly.
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Sizes	1X	6X	13X	26X
Full Page	\$ 2280	\$ 1938	\$ 1647	\$ 1400
Half Page	\$ 1325	\$ 1126	\$ 957	\$ 873
Quarter Page	\$ 820	\$ 697	\$ 592	\$ 503
Eight Page	\$ 532	\$ 452	\$ 384	\$ 326

ALL RATES ARE NET



RATES ARE FULL COLOR – FOR B/W LESS 20% – ALL RATES ARE NET

DEADLINE: TUESDAY AT NOON WEEK OF PUBLICATION – PUBLICATION DATE: EVERY OTHER THURSDAY

OUR DIGITAL PLATFORMS ENGAGE

WEBSITE

- New platform improves audience experience.
- Highly effective for driving awareness and engagement around issues and brands.



E- NEWSPAPER

- Opt-In Email Newsletters
- Digital replica of our printed newspaper.
- Averages over 15 minutes per session, nearly 2x the web experience.



DIGITAL AD

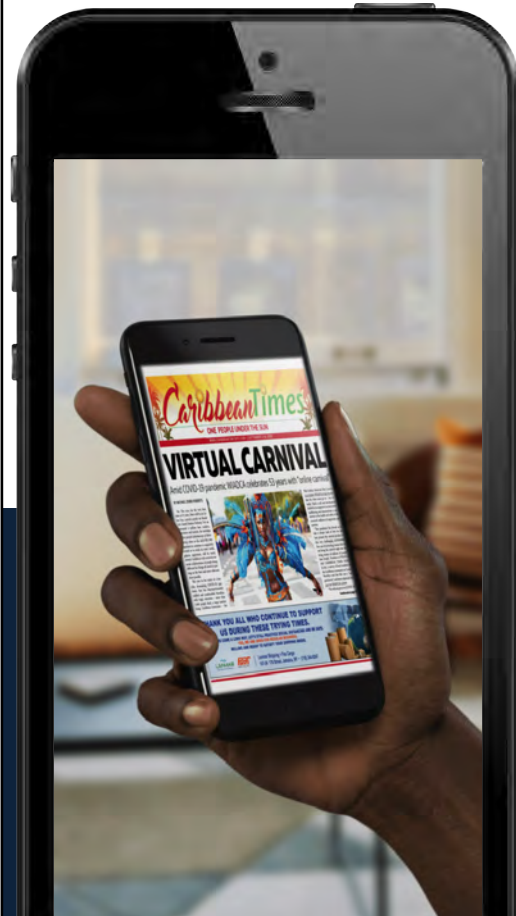
- Web Ads
- Newsletters
- E-Mail Blast To Our Subscribers
- Targeting E-Mail Marketing

Website ads

All Sizes (Premium Included)

Newsletter

4 Tiles, 2 Billboards, 1 Footer



Web Ads	Pixels	Newsletter	Pixels	Placement
Leaderboard Billboard (Premium)	970x90 970x250	Billboard Footer Leaderboard	970x250 728x90	Web & Newsletter
Tile	320x250	Tile	320x250	Web & Newsletter
Tower	300x600	Double Box	600x300	Web Only
Mobile Leaderboard	320x50	Footer Leaderboard	728x90	Web Only



Web Ads

**Tower
300x600**

**Billboard
970x250**

**Leaderboard
970x90**

**Mobile Leaderboard
320x50**

**Tile
300x250**

Newsletter Ads

**Top Billboard
970x250**

**Tile
300x250**

**Footer Leaderboard
728x90**



DIGITAL AD PURCHASE



Newsletter blast (twice/week)

- **Leaderboard** \$400 per week
- **Box** \$300 per week
- **FooterLeaderboard** \$275 per week

Dedicated E-blast

- **Direct Targeting Our Subscribers** (\$600)
- **Multi-Channel Direct Marketing Services** (\$600 +)(30k email buy minimum)

Approve artworks are due seven days before e-blast date

OUR PARTNERS AND SUPPORTERS

Caribbean Times News content is supported by advertising from businesses and government agencies.

Here are just some of our current and former advertisers.



THANK YOU

Do you have any questions?

Contact Us:

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Call now: 718.909.1841

Visit us: www.caribbeantimesnyc.com

